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43rd Edition for Spring, Summer and Fall

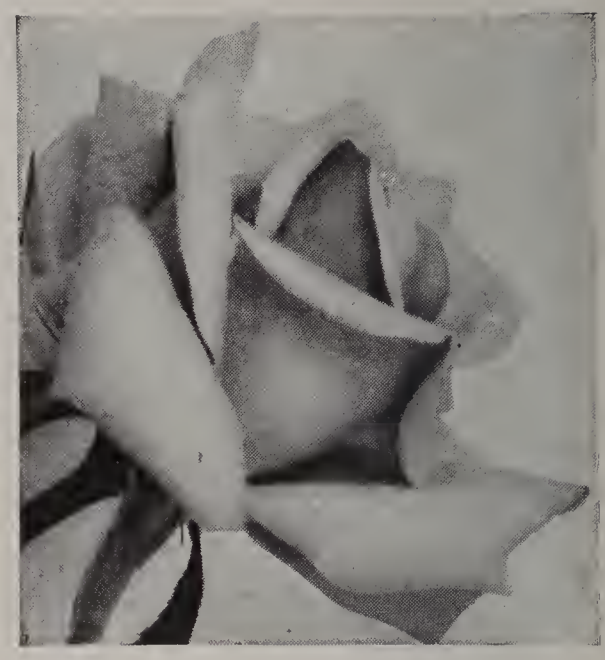
Briarcliff
SEE PAGE 5

HELLER BROS. COMPANY

The Roses of New Castle

NEW CASTLE INDIANA

The Good Roses of New Castle



Briarcliff, Hardy Everblooming

We wish to bring to the fore our nomination for the greatest pink garden bush rose now known. Please see page 5 for complete description. (Illustrated on front cover.)

These famous "**Roses of New Castle**" are expressly prepared for outdoor planting in all parts of this country and foreign nations as well. With this thought of their far flung future homes uppermost in mind, we believe our plants this year are of higher quality than ever before, selling at no advance in price. The "**Roses of New Castle**" are prepared for our customers in a manner that is unique in the rose growing world. They are grown **on their own roots** under the most efficient, modern methods, exclusively our own, which we believe are not duplicated elsewhere.

These superior roses are grown through the winter at temperatures barely above freezing, guaranteeing that they will be thoroughly rested and vigorous, ready to produce continuous blooms in your garden. Unlike most roses, these plants are potted and have, when you receive them, a strong, active, working root system, ready to acclimate themselves in their new environment. This eliminates the losses sustained through the planting of dormant bushes which are subject to failure depending upon their handling before they reach you and relying upon seasonal conditions immediately after they have been planted. **We take the risk out of rose growing.**

FIVE POINTS OF MERIT

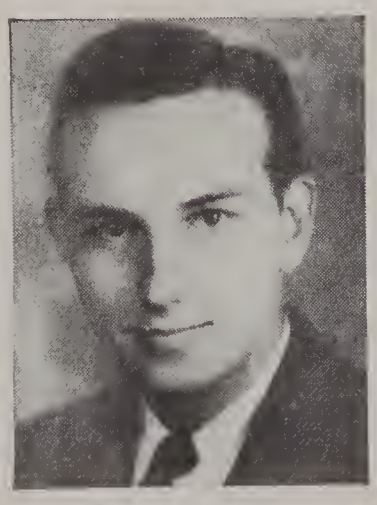
To those receiving this illustrated catalogue presenting the "**Roses of New Castle**" and other plants produced here in New Castle's wonderful rose growing soil, we wish, in order to become better acquainted with one another, to present a few facts about our plants and the efficient and superior methods by which they are grown.

1. **The "Roses of New Castle" are On Their Own Roots.** We believe this method of producing rose plants to be the most suitable and satisfactory for home gardening since it eliminates the production of wild shoots and suckers that confuse the amateur and makes rose growing a complex undertaking.
2. **These Plants Are Pot Grown.** It is a well established fact that in the planting of potted roses with alive, active, working roots, the loss and set backs at planting time are eliminated. Unlike dormant, bare wild root stock the **"Roses of New Castle"** can be planted **any time after danger of killing frosts in the spring has passed, all through the summer, and before cold weather proves a hazard in the fall.**
3. **They Are Winter Rested.** By reducing winter growing temperatures to 34 to 36 degrees, every plant is rested during the entire winter months. This gives renewed vitality and vigor for spring planting thus insuring maximum growth and bloom in your garden during the first and every season.
4. **Our Packing Methods Are The Best.** Competent packers and scientific packing, backed by long experience underwrites the fact that your plants will be received in a healthful growing condition.
5. **The Sale Of Every Plant Is Backed By 43 Years of Reputation and Experience.** For almost half a century the **"Roses of New Castle"** have been planted throughout this country, and even in far off South Africa and in all the countries of Asia. This record of past achievement and continued growth is your guarantee of satisfaction.

These five points of quality have carried "The Good Roses Of New Castle" to satisfied customers throughout the world.

To Whom It May Concern:—"P. J. Lynch, & Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Indiana.



P. J. LYNCH, JR.
General Manager

OUR GUARANTEE

All shipments must be satisfactory when received or order duplicated or money refunded; whichever is preferred. Complaints, if any, must reach us within 10 days after receipt of shipment. We do not guarantee safe arrival of Canadian, United States Colonies, or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we ship. We strive to have our plants true to name but we do not guarantee it.

P. J. LYNCH, SR.
President

HELLER BROTHERS COMPANY

P. J. LYNCH & SONS, OWNERS

NEW CASTLE INDIANA

Buy By Mail This Easy Way

Just Follow These Simple Rules

These are the only rules to follow. By using these suggested methods of ordering, prompt handling of your order can be made and you will receive your plants on schedule during planting time. Write your name and order legibly on the order blank contained in this catalog. Give the date you wish the plants to be shipped. Indicate on the order sheet the amount enclosed and whether the shipment is to be made by mail or express. We are glad to answer any questions and to give all the possible help we can however please write such letters on a separate sheet other than the order blank. **If it is not convenient for you to send Post Office Money Order or Check with order, we will gladly send goods C.O.D. Just pay when the plants arrive. In sending cash or currency please wrap in heavy paper and register your letter.**

EXPRESS OR MAIL?—In our price schedules there are two methods of transportation from which to choose. First set of prices listed are postpaid. The second and lowest prices for each size and type of plant is for transportation by express. In shipping by express, all soil is left about the roots of the plants. This insures that they will reach you in prime condition. In using this method of shipping, because of the lower prices listed, the customer pays the transportation costs when the plants are delivered. Please turn to page 29 where complete information concerning these two methods of shipping is given.

DON'T BOTHER WITH BUDDING OR GRAFTING

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

(The Evening Bulletin—Philadelphia, Sept. 12, 1925)

PLANTING INSTRUCTIONS WITH EACH ORDER—Enclosed in each order no matter the size are complete planting and cultural instructions for all plants listed in this catalogue. We are glad to help you at any time in answering any question that might arise.

CANADIAN AND FOREIGN ORDERS—Please remit 25% additional for extra packing and postage in Canada, Foreign Countries and U. S. Colonies. Canadian customers must secure a permit from the Secretary of Destructive Insect and Pest Board, Department of Agriculture, Ottawa.

ORDER EARLY—Order early so that prompt shipment may be made during the rush season. Every advantage is gained by reserving plants early for shipment later in the season.

ORDER EARLY

DISCOUNTS—Have your friends join you in securing the benefit of quantity discounts. You may deduct 10% on 6 or more Roses; 15% on 12 or more Roses; 20% on 25 or more Roses. Discounts allowed on Roses only.

Discounts on Roses

DEDUCT

10% ON 6 OR MORE ROSES
15% ON 12 OR MORE ROSES
20% ON 25 OR MORE ROSES

ROSES IN THREE SIZES

We offer Roses in three sizes, making it possible for you to select that type of plant that best suits your needs, your garden and your purse.

FIRST SIZE PLANTS are one year or more old; pot grown, winter rested with great vigor and health. They give amazingly quick results. We believe them to be the best, and price considered, the most satisfactory of all Rose plants. Plant liberally of them. They will delight you.

TWO YEAR OLD PLANTS (many of them really three years in age) are splendidly branched and ready for immediate blooming They are grown in pots or crocks for a long period and when shipped are in full foliage with strong, active, working roots. **Buy Roses that are alive!**

STAR SIZE PLANTS are the cream of the crop. These are the largest Roses from thousands of plants. Carefully selected as to size and perfect condition, these big, bushy Rose plants are our "De Luxe" product. They will give you a magnificent display immediately.

The Glorious DAVID O. DODD

The One Superb Crimson Bush Rose Hardy and Everblooming

No other crimson bush Rose can compare with "DAVID O. DODD." It stands alone. It is a matter of pride that we have brought this amazing new American bush Rose prominently before Rose lovers of America.

"DAVID O. DODD" produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, disease resisting. Hardy in all sections of the country.

PRICE:
Strong Plants,
1st Size, 35c ea.; 3 for $1.00, Postpaid.
2-yr., $1.00 ea., Ppd.; 90c ea., Express.
Star Size, $1.35 ea., Ppd.; $1.25 ea., Exp.
ROSES BY EXPRESS,
See page 29.

"DAVID O. DODD" will astonish and amaze you. A great American novelty Rose. We have an immense stock but we advise early reservations. See discounts pages 3, 8, and 17.

The Good Roses of New Castle

Grown in large flower pots, we believe the "ROSES OF NEW CASTLE" are the most rugged, healthy, enduring, free blooming roses in America. When you receive them they are alive, in full foliage, with an active working **own root** system. They are famous the world over. See our guarantee on pages 2 and 29. Among the great American Roses is **"Briarcliff"**, a superb garden bush rose, unsurpassed in growing energy and immensity of flowers. Truly a massive rose in every respect. Its healthy foliage makes it almost entirely free from all disease and insect pests. The long stiff stems make **"Briarcliff"** ideal for cutting. A champion of champions. (See front cover.)

HELLER BROS. CO. **P. J. LYNCH & SONS, Owners** **NEW CASTLE, INDIANA**

ALEXANDER HILL GRAY (See Illustration)—This lovely yellow rose is one of the best everblooming garden roses and one you must have. Disease proof. Color, lemon-yellow. Buds and blooms immense, full, double, as big as our famous **"Jeannette Heller"**. Strong grower, hardy. A Gold Medal Rose. Sometimes termed "Yellow American Beauty".

Alexander Hill Gray

BRIARCLIFF (See Front Cover)—Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double; a brilliant rose pink. Splendid grower, free from diseases such as black spot and mildew. Flowers produced in a great abundance the entire season. New and superb.

E. G. HILL (See Illustration)—One of the finest outdoor Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full, double bloom of crimson scarlet which retain color until petals fall. Blooms continuously from early season until late fall. Hardy anywhere.

E. G. Hill—Grand New Rose

PRESIDENT HERBERT HOOVER (See Illustration)— A glorious Rose, wonderfully free in the easy manner in which it grows and charming in its color arrangement which is a splendid combination of cerise-pink, flame, scarlet, and yellow. This combination of colors gives the most dazzling color effect imaginable. The buds are beautifully pointed; the flowers large, composed of broad, thick, heavy petals with moderate fragrance produced on long stiff stems, ideal for cutting. Outdoors it has proven to be a most wonderful grower and bloomer. **2 yr. only, 75c each, by express (see page 29); 80c each, postpaid; larger star size, $1.00 each by express; $1.10 each, postpaid.**

President Hoover

PRICES: Roses on this page Postpaid.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 75c each.
De Luxe, Star Size plants $1.10 each.

For Discounts See Pages 3, 8, 17

PRICES: Roses above by Express.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 70c each.
De Luxe, Star Size plants $1.00 each.

ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

"I am an amateur in Rose culture and am a convert to own root roses. I never lost one of your roses in planting, while I have taken more than 50 per cent loss on budded stock." Arthur McGuire, Ellensburg, Wash. May 23, 1938.

Mrs. MacKellar—A Grand New Rose

Hardy Everblooming Bush Roses

MRS. MacKELLAR (See Illustration) — A vigorous growing plant bearing deep canary yellow graceful buds which open into immense delicate yellow blooms. An outstanding rose for its beauty, healthfulness and the vigor of its growth.

GOLDEN OPHELIA—A seedling from the favorite Ophelia. Buds and flowers of fine size and beautifully formed of a bright golden yellow. Hardy and a profuse bloomer. Very attractive. A remarkable rose of rare color. Splendid outdoors.

GAIETY—A splendid fancy colored rose. Color pink shading through red and brown to golden yellow at the base of the petals. Good foliage. Hardy and vigorous. **2 yr. and star size plants only.**

PRESIDENT TAFT—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid grower in every respect.

Dixie

DIXIE (See Illustration) —Large cupped shaped flowers resembling the Radiance roses colored a delicate shade of salmon pink. The texture and form of the blooms are unsurpassed.

BRIDESMAID (See Illustration)—Color fine, clear dark pink. Strong, vigorous grower, bearing its flower on long, sturdy stems. Still holds its own as one of the most beautiful Tea Bush Roses.

AMELIA GUDE—Beautifully formed flowers of pleasing shades of golden yellow. The deep center shades to lighter yellow at the petal tips. Free blooming and strong growing.

YELLOW MAMAN COCHET—A typical Cochet Rose. Deep, golden yellow, considered one of the very finest.

Bridesmaid

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

"**David O. Dodd** had a bud and since he is as husky as a full back I'm letting him bloom. Jeannette Heller is a winner and every garder should have one. Your firm is certainly A-1. I wish you success". Mrs. Joseph B. Hogge, Newport News, Va. Oct. 18, 1938.

Hardy Everblooming Bush Roses

HARVARD (See Illustration)—A handsome double dark red rose of exceptional merit. Blooms nearly black. Handsome long pointed buds opening into a full double bloom of the same dark shade. Fragrant as an American Beauty. Good growth and foliage.

PINK KILLARNEY—Strong, sturdy and upright, with fine heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant shell-pink, hardy everywhere.

WHITE KILLARNEY—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

CLOTHILDE SOUPERT—One of the greatest of all bush roses. Has everything—beautiful flowers borne in amazing profusion continually. We could fill a page saying good things about it. A strong dwarf grower, producing clusters of full, double flowers. Color beautiful ivory white, silvery rose center.

Harvard, New and Beautiful

White Killarney

MME. JENNY GILLEMOT—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom. The equal of Souv. de C. Pernet, or any other yellow rose.

Great Pink Radiance

PINK RADIANCE (See Illustration)—Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. Color a beautiful, bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

Buy Our Roses—They're Alive

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(See page 29)
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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

La Champagne, a really great rose

BABY DOLL (See Illustration)—**Exquisitely beautiful colors rival the rainbow.** This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful rose!" Perfectly hardy everywhere. In the writer's garden in bloom Nov. 20th. Not an unusual performance no matter the weather or lateness of the season.

Our Dainty "Baby Doll"

Hardy Everblooming Bush Roses

LA CHAMPAGNE (See Illustration)—Semi-double peach colored blooms, slightly shaded darker. Extremely strong grower producing the enormous blooms on stiff, long stems. A noteworthy rose. Better than Madam Butterfly.

RAPTURE—Soft pink flowers shading to apricot and coral at the base of the petals. Resembles Mme. Butterfly, an outstanding delicately shaded variety.

ROBINHOOD (See Illustration)—Rosy scarlet full blooms. This variety has extremely fine foliage that complements the fragrant crimson flowers. Blooms constantly. Hardy everywhere.

November 24, 1938
"Received the roses and they surely are fine plants. I am so well pleased with them. Upon arrival they were just as fresh and green as when growing for you. Even the leaves did not wilt. I am enclosing another order." Mrs. Fred Baldwin, Hillsboro, Wis.

Discounts on Roses

DEDUCT

10% ON 6 OR MORE ROSES
15% ON 12 OR MORE ROSES
20% ON 25 OR MORE ROSES

Robinhood, rare in color

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

Hardy Everblooming Bush Roses

ETOILE DE HOLLANDE (See Illustration)—Regarded as outstanding. Strong growing, free blooming. You should have it. Bright red flowers of good size, fairly full, deliciously perfumed. One of the best roses in existence.

BETTY UPRICHARD (See Illustration)—Beautiful, new, two-toned rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. **2 yr. and star size only.**

MRS. AARON WARD (See Illustration)—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy, holly-like foliage; always blooming.

CRUSADER (See Illustration)—Rich velvety crimson of bright hue and of massive form, this rose is one of the very finest of the reds. The flowers are very large, full, extremely double, with petals of splendid substance. Plant is of moderate growth, with exceptionally fine, strong, healthy, disease resistant foliage.

The Peerless Etoile De Hollande

"ROSA ROULETTI" THE DAINTIEST ROSE IN EXISTENCE

The world's smallest pink midget Rose. The bud is a little larger than a grain of wheat but perfect in form. Growth, about 6 inches in height, very bushy, healthy, hardy, blooms continuously; color, lively pink; open flower double, less than 1 inch in diameter. Fine for edging, rock-gardens, window boxes.

Betty Uprichard

Mrs. Aaron Ward

Crusader

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

"My roses arrived May 7th in first class condition. The roots were damp and the roses very fresh and healthy looking. I am more than pleased. Enclosed find another order." T. Dawson Cooper, Ancon, Canal Zone. May 18, 1938.

Hardy Everblooming Bush Roses

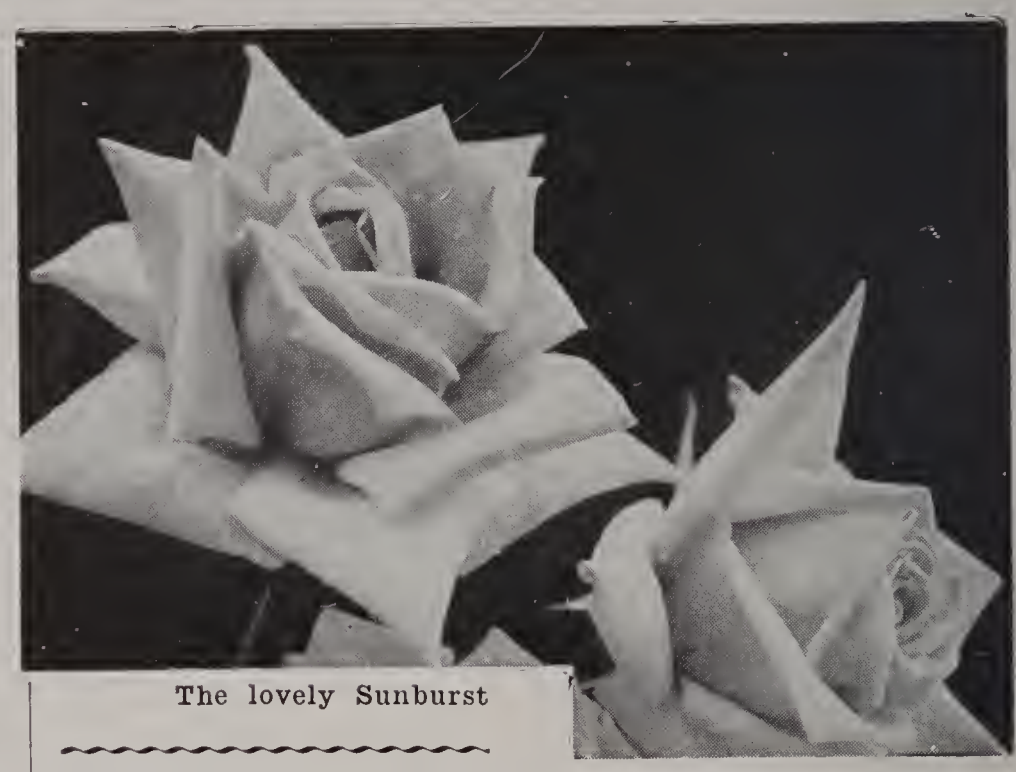
SUNBURST (See Illustration) — Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full, deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth.

CITY OF LITTLE ROCK—Large, clear pink flowers borne on long stems suitable for cutting. Free blooming and vigorous grower.

GRUSS AN AACHEN—Yellow buds tipped orange red changing pleasingly into large salmon yellow double flowers shaded pink in the center. This is one of the most thoroughly satisfactory garden roses in cultivation. Its beauty, disease resistance, vigor, and good health made it decidedly outstanding.

LADY PLYMOUTH (See Illustration)—Similar to Souv. de Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory cream, faintly flushed. A perfect rose. Rare and scarce. A grand grower.

Lady Plymouth



The lovely Sunburst

THANK YOU MR. CHURCHILL!

August 3, 1938

Received my order of first size roses, am very well pleased with the condition of the plants. They were planted the 11th of this month and are really growing. Own root roses are really all you claim for them.

A. F. Churchill

Detroit, Mich.

BUY PLANTS THAT ARE ALIVE DIRECT FROM PLANTER TO GROWER

June 4, 1938

I received my roses May 11th and must tell you that I never saw such nice roses before. They were not the least bit wilted when I received them. They are all growing and healthy looking.

Mrs. Nicholas Ore

Waterford, Pa.

READ WHAT U. S. GOVT. SAYS — In a bulletin issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDROOT roses, which we **do not** grow, and OWN ROOT roses, **which is our specialty,** and which we have always claimed are the most satisfactory for amateur rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

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(See page 29)
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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

"The roses I got from you last year were just grand. **'Jeannette Heller', 'David O. Dodd' and 'Birdie Blye'** bloomed till frost." Mrs. B. L. Molly, Colton, Wash. March 11, 1938.

We strongly recommend Templar

"New Castle Collection"

10 Superior Bush Roses
HARDY EVERBLOOMING

$2.25 —1st Size, Postpaid
$6.25 —2 Year, By Express

	Pnd. 1st Size	Express 2-Yr.
Briarcliff	$0.25	$0.70
David O. Dodd	.35	.90
Jeannette Heller	.30	.90
Alex. Hill Gray	.25	.70
Baby Doll	.25	.70
Frau Karl Druschki	.30	.75
Pink Cochet	.25	.70
Etoile De Lyon	.25	.70
Grace N. Crowell	.25	.70
Sensation	.25	.70
	$2.70	$7.45

These 10 leaders—the finest roses in cultivation as 1st size plants, for only $2.25, postpaid; 2-year plants, $6.25 by express (see page 29); 2-year plants, $7.00, postpaid. No discounts allowed.

Everblooming Bush Roses

TEMPLAR (See Illustration)—Clear, bright crimson red of exceedingly double form. The large, globular blooms bear a rich, pleasing fragrance. Vigorous and healthy. Flowers wonderfully beautiful. A great outdoor rose.

REV. F. PAGE-ROBERTS—Copper-red buds of exquisite color opening to rich Indian yellow inside with the outside petals strongly marked apricot and carmine. Rich fragrance. Strong branching habit with healthy, insect resistant foliage. **2 yr. and star size only.**

ROSE HILL—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

SOUV. DE PIERRE NOTTING—Color apricot-yellow, tinged with golden and mixed with orange-yellow, edge of petal shaded carmine-rose.

MME. BUTTERFLY—The tight buds are a lovely shade of Indian oak, yellow at the base; the opening flowers are perfect in form and texture, clear and brilliant in color; of delicious fragrance.

RHEA REID—The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

KAISERIN AUGUSTA VICTORIA—A great white, hardy, everblooming rose. Strong, sturdy grower; free flowering; long pointed buds.

HOLT HEWETT (See Illustration) — Some growers report that this is one of the finest shaped roses, and one of the best for exhibition purposes. Bud is well shaped on erect stems opening into a large fine flower of perfect form. Dark velvety crimson flushed scarlet.

Holt Hewett
Splendid Novelty

GEN. MacARTHUR — Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Erect plant, fine foliage; very good.

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

Everblooming Bush Roses

Gruss An Teplitz, one of the world's best

GRUSS AN TEPLITZ (See Illustration)—This sweet rich crimson hybrid tea rose is considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose. Absolutely hardy everywhere.

EUREKA—The color is unusually brilliant and clear, of a bright rose pink retaining its color well in the open flower. Buds of good size and beautiful formation. Foliage heavy and of a dark green color. Bush of erect growth and remarkable free bloomer.

ANGELE (See Illustration)—Large, white bud, greenish tint, opening to a majestic double bloom of purest white. Grand grower. Long needed. New and beautiful.

MRS. W. E. LENON (See Illustration)—Bright scarlet and vermilion buds opening into a full handsome double flower of almost perfect form of large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower. Grand garden rose.

Mrs. W. E. Lenon

LADY HILLINGDON (See Illustration)—Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong, wiry stems, well above the foliage, giving a graceful effect. Healthy grower.

GRACE N. CROWELL (See Illustration)—Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose.

AMERICAN BEAUTY—The fame of this rose is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. **2 yr. and star size only.**

Angele

Lady Hillingdon

Grace N. Crowell

PRICES: Roses on this page Postpaid.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 75c each.
De Luxe, Star Size plants $1.10 each.

For Discounts See Pages 3, 8, 17

PRICES: Roses above by Express.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 70c each.
De Luxe, Star Size plants $1.00 each.

Polyantha Roses for [BEDS BORDERS EDGINGS

(BABY ROSES)

Dainty, perfectly formed, just like their big sisters, dwarf-growing Polyantha Roses are excellent for bedding, clumps, single specimens or for pot culture. As a class Polyanthas are of the easiest culture of all roses. They are perfectly hardy, healthy, exquisitely beautiful.

LA FAYETTE—Flowers large as "Paul's Scarlet". Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

IDEAL—Enormous heads of blooms of deep garnet.

MARIE PAVIE—Medium size, very full and double; borne in large clusters white flushed carmine.

WHITE BABY RAMBLER (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

BABY TAUSENDSCHON—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

RED BABY RAMBLER—Beautiful clusters of bright red flowers, borne in the greatest profusion.

CHATILLON—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower.

LA MARNE—Semi-double flowers of good size. Blush center, bright salmon-rose at edge of petals.

GLORIA MUNDI—New, a favorite with us. Large, well formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color.

BABY ECHO—Brilliant lively pink, in clusters.

La Fayette

PRICES! Baby Roses—1st size plant 25c ea., 3 for 65c postpaid. 2 yr. and star size plants priced below.

ELLEN POULSON—Brilliant dark pink, borne in clusters on a dwarf bushy plant.

ORLEANS—Semi-double crimson pink blooms.

PINK BABY RAMBLER—Bright pink clustered blooms upon a sturdy plant.

Hardy Everblooming Bush Roses

Talisman

Red Radiance

TALISMAN (See Illustration)—Sensational new bush rose; large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow, coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, hardy, free-blooming. A gorgeous fancy colored garden rose.

RED RADIANCE (See Illustration)—Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Hardy, free blooming.

JONKHEER J. L. MOCK (See Illustration)—Gigantic flowers on erect, stiff stems; growth marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. Flowers enormous, magnificently formed, deep. double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A giant hardy garden rose.

SENSATION (See Illustration)—Crimson scarlet sweetly scented blooms. Finely formed, large, deep and double. Blooms deep red; from spring until autumn. Growth thrifty and disease resistant. A novelty of great merit.

Giant Jonkheer J. L. Mock

Sensation

PRICES: Roses on this page Postpaid.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 75c each.
De Luxe, Star Size plants $1.10 each.

For Discounts See Pages 3, 8, 17

PRICES: Roses above by Express.
(See page 29)
Strong 1st size 30c each, 3 for 75c.
Sturdy, 2 year plants 70c each.
De Luxe, Star Size plants $1.00 each.

Alexander Hill Gray

Alexander Hill Gray

A glorious yellow, garden bush Rose. Nearly every Rose lover wants a yellow rose. There are not so many yellows but among the truly great varieties "**Alexander Hill Gray**", in our opinion is one of the very best if not **the best** hardy everblooming, garden bush Rose of its color now known. A notable Rose authority describes it thus: "One of the hardiest and most beautiful Tea Roses." The color of the immense full and double flowers is a delightful shade of lemon yellow deepening to darker hues toward the center. The buds and blooms are of perfect form and are charmingly fragrant. The vigorous growth, quality of the blooms and hardiness of "**Alexander Hill Gray**" give this great Rose in reality more attributes of the Hybrid Tea than the Tea Rose. It has a remarkable resistance to disease and its large, healthy foliage make it almost impervious to insect attack. An outstanding Rose in every respect. This great Gold Medal Rose is frequently referred to as the "**Yellow American Beauty**" because of its immense flowers and perfect form.

MLLE. CECILE BRUNNER (See Illustration)—Miniature, exquisitely formed buds and flowers of delicate pink diffused with yellow at base of the petals. The sturdy dwarf plants bear the blooms in graceful clusters surrounded by waxy, healthy foliage. Also called "**Sweetheart**" and "**Mignon**". Perfection in grace and delicacy. Hardy everywhere. Popularity increases year after year.

Mlle. Cecile Brunner

PRICES!

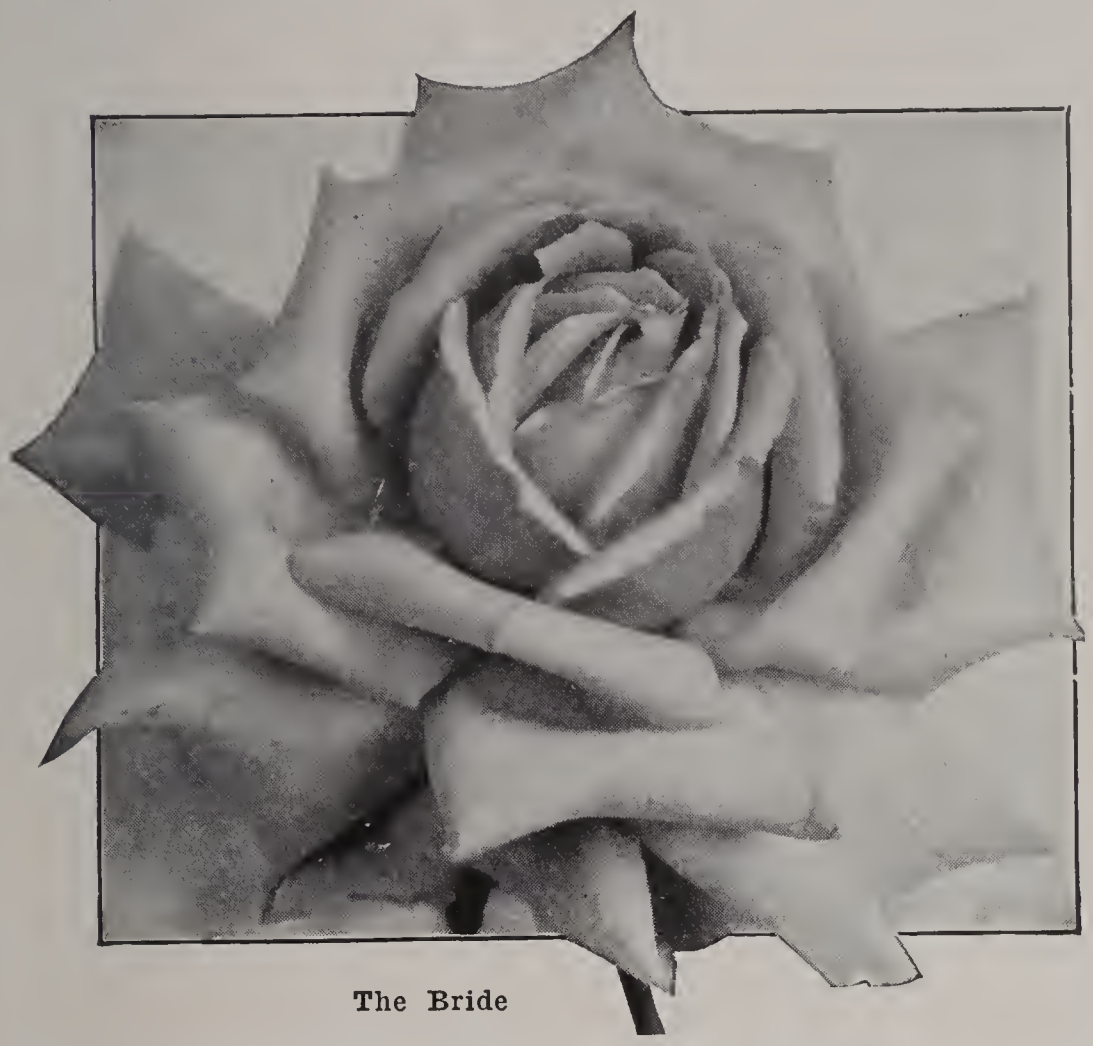
Roses Postpaid
(See page 29)
1st size 30c ea.,
3 for 75c;
2 year plants 75c each.
Star size plants $1.10 each.

For Discounts See Pages 3, 8, 17

Roses by Express
(See page 29)
1st size 30c ea.,
3 for 75c;
2 year plants 70c each.
Star size plants $1.00 each.

ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL.

"I will never buy a rose from anyone else but Heller Bros. Such bloomers. They are grand. Every bush has produced roses. All the neighbors rave over my roses." Madge Ford, Whatcheer, Iowa., October 13, 1938.



The Bride

Hardy Everblooming Bush Roses

(Continued)

THE BRIDE (See Illustration)—The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

ETOILE DE LYON (Star of Lyon)—Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, bearing its superb flowers in amazing freedom and continually. Immense in size; buds golden yellow, fully double to center.

K. OF K.—Velvety scarlet crimson buds opening into a brilliant bloom with a blackish sheen. The plants are extremely vigorous and free flowering throughout the season.

MME. FRANCISCA KRUGER—This beautiful rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom, both in early spring and late fall.

ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive deep full cup-formed flowers of clear red or velvety crimson. Superb garden rose.

The one year rose plants were received this morning. They are very satisfactory and sent in such a short time. Mrs. Harry G. Faucett, Wilmington, Del. May 14, 1938.

F. R. PATZER—A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy-buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange pink.

MME. EUGENE E. MARLITT (See Illustration)—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing rose.

DEAN HOLE—Silvery carmine with salmon shadings; coloring distinct, unique; handsome tribute to the eminent Rosarian whose name it bears.

Mme. Eugene Marlitt

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

The Great Climbing American Beauty

MME. GREGOIRE STAECHELIN—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.

EMILY GRAY—A new yellow. Glossy foliage, buds long flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

CHAPLIN'S PINK CLIMBER—Pronounced as the best hardy climber introduced in years. Large flowers clear, sprightly pink, borne in immense trusses. A pink **"Paul's Scarlet."**

KEYSTONE—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. **A fine hardy deep yellow free climber.** This is a really great Rose. Don't miss it.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double, borne in large clusters. A fine pillar rose.

ALBERIC BARBIER—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

JACOTTE—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

CLIMBING AMERICAN BEAUTY

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as **"American Beauty"**, with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. (See illustration).

MARY LOVETT—Hardy as an oak, a grand rose wherever an absolutely hardy, white climbing rose is wanted.

DR. W. VAN FLEET—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy flesh in center This variety is wonderfully adaptable to almost any locations in which a climbing rose is desired.

Hardy Climbing Roses

Hardy everywhere without protection, requiring little attention, blooming gorgeously in early summer. Once planted last a lifetime. For climbing over porches, garages, trellis, embankments, cemetery plantings, for screening unsightly places or single specimens they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

BIRDIE BLYE

BIRDIE BLYE (See Illustration)—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

VIOLETTE—Rather large flowers of deep reddish violet borne in big trusses on a strong, slender-caned plant.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

HEART OF GOLD—Hardy Climber. Crimson with white at base of petals.

EXCELSA—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

GARDENIA (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

WHITE DOROTHY PERKINS—Is a rampant grower and in a short time will cover a large trellis. Glistening white. Very hardy and enduring.

Birdie Blye, Always Blooming

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

Hardy Climbing Roses

BESS LOVETT—Large fragrant flowers of a light crimson red. The cup shaped well formed blooms are borne on long stems suitable for cutting. Its remarkably fine foliage and immunity to disease makes it one of the best of the large flowered climbers.

FLAMING PAUL'S SCARLET

FLAMING PAUL'S SCARLET CLIMBER—We like this great hardy climbing Rose better than "Blaze" which has proven somewhat of a disappointment. This variety with us, outdoors, produces its gorgeous, flaming scarlet flowers in amazing abundance in its first blooming period; then it blooms frequently thereafter, especially have we seen it in the fall still blooming although it is not claimed to be an ever blooming variety. For our part we think it is the most gorgeous Rose now known of its type and color. We predict that you will still be growing PAUL'S SCARLET when Blaze is forgotten. PAUL'S SCARLET can be grown as a bush Rose by keeping it trimmed back. Do this in the early spring. Thus grown it makes a gorgeous sight as the writer happens to know. This flaming, scarlet beauty is a real Rose, hardy, free from disease and in a class by itself.

TAUSENDSCHON (Thousand Beauties)—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms all season.

Discounts on Roses

DEDUCT

10% ON 6 OR MORE ROSES
15% ON 12 OR MORE ROSES
20% ON 25 OR MORE ROSES

MARY WALLACE—Large, semi-double flowers. 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in profusion.

Flaming Paul's Scarlet Climber

Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer.

CLIMBING GRUSS AN TEPLITZ—An exact counterpart of the bush rose **Gruss an Teplitz,** but is a fairly vigorous everblooming climber of the pillar type, in the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems. Hardy everywhere.

MARECHAL NIEL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

CLIMBING CECILE BRUNNER—Color rosy pink, rich creamy white background. Plants sturdy growing but need protection.

FREEDOM—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

BELLE OF PORTUGAL—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets". Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

CLIMBING HELEN GOULD—Climbing type of the beautiful **"Helen Gould"**. Immense flowers, full and double, constantly produced. Warm water-melon red. Superior.

CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower.

CLIMBING COLUMBIA—Same as Columbia. Wonderful climber, growing ten to fifteen feet in single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, everblooming, fragrant rose.

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

"All of the roses are grand and the pride of our neighborhood. We have the finest bunch of blooms today in the dining room we ever had. My! What blooms and bushes, many of them over four feet high." T. D. Sertelle, Cleveland, Ohio, Nov. 9, 1938.

Mrs. B. R. Cant, A Grand Rose

Hardy Everblooming Bush Roses

MRS. B. R. CANT (See Illustration)—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant. Great garden rose.

KOOTENAY—Flowers of immense size, full, deep and double. Strong erect grower. Color creamy white, shaded primrose. Bigger and better than "Kaiserin Augusta Victoria". A profuse bloomer. A truly great rose.

RED COLUMBIA—Color brilliant scarlet crimson of exquisite shading.

GOLDEN GATE—Color, rich creamy white, shaded with a golden yellow and clear rose, of indescribable beauty. It is immense in size, finely formed, with long and beautiful buds.

JOANNA HILL—New, strong growing, everblooming Hybrid Tea Bush Rose. Large, long, handsome buds, blooms double, deep yellow flushed with a coppery orange at base of petals. **2 yr. and star size only.**

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

Hybrid Perpetual Roses

Hardiest of all Roses. Known as "June Roses." Blooms immense in size, delicious fragrance, hardy everywhere.

FRAU KARL DRUSCHKI (See Illustration)—Tremendously strong grower. Great, rugged, hardy, pure snow white in color, sometimes tinged pink; known as "White American Beauty". Glorious flowers, immense in size. Practically an everblooming Rose. Produces flowers, as a rule, throughout the entire season, especially in the late fall. Hardy everywhere.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" Rose; crimson scarlet, very fragrant, large, full.

J. B. CLARK—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

PAUL NEYRON—Immense double flowers; the largest Rose known; bright, shining pink color. One of the really great Roses.

MARSHALL P. WILDER—Cherry colored flowers shaded bright red. Strong grower. Fragrant.

Frau Karl Druschki

PRICES! HYBRID PERPETUAL ROSES	PRICES! HYBRID PERPETUAL ROSES
By Express	Postpaid
2 Yr. Plants 75c each	2 Yr. Plants, 85c each
Star Size Plants $1.00	Star Size Plants $1.10

1st size plants not offered.

"The roses I bought of you, were fine. Out of 46 I lost none. All growing fine and all of the bush roses have bloomed four and five times. In the spring another order will be sent." Phelps Witwer, Rushsylvania, Ohio. September 24, 1938.

A Gorgeous Garden Rose—White Cochet

Unusual Roses

HUGONIS—Known as "The Golden Rose of China". Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection.

HENRI MARTIN—HARDY MOSS ROSE—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds. **2 yr. only.**

HERMOSA—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

NEW CENTURY — RUGOSA ROSE — Bright, rosy pink, with red center, with petals widely bordered with creamy white.

SIR THOMAS LIPTON — RUGOSA ROSE—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

F. J. GROOTENDORST — RUGOSA ROSE—Bright red, clustered, flowers. Double with slight fragrance. Edges of petals serrated. Extremely hardy.

Everblooming Bush Roses

WHITE MAMAN COCHET (See Illustration)—Same lovely form as "Pink Cochet" except is snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

RED MAMAN COCHET—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

COLUMBIA — Magnificent flowers full and double, sometimes measuring 6 inches across. The deep peach, pink blooms are highly perfumed. The strong growing bushes bear heavy, disease free foliage.

PINK MAMAN COCHET (See Illustration)—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors. Splendid for cutting.

EVER SEE A GREEN ROSE?

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—**dark, pea green.** We believe we have the only stock of it now known. Blooms constantly.

The Superb Pink Cochet

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ALL BEAUTIFUL POTTED PLANTS READY FOR PLANTING—SPRING, SUMMER AND FALL

Delphiniums

Shasta Daisies

Coreopsis

Oriental Poppies

NEW CASTLE PERENNIALS

There is a constant increasing demand for these brilliant flowering perennials. More and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty year after year, until they fairly run riot with their wealth of bloom and glory of form and color. The plants listed here will all give splendid results this year because of their size and vitality.

ACHILLEA (The Pearl)—2 ft. Double white flowers produced in large sprays all summer. Fine for cutting.

FUNKIA (Day Lily)—2 ft. Immense spikes pure yellow, waxy-like flowers; fragrance like orange blossom. Glossy green foliage.

SHASTA DAISIES—Alaska—Blooms in June and July producing large glistening white single flowers 4 to 5 inches across with a small yellow center. 2 to 2½ ft.

HOLLYHOCKS—5 ft. Double, mixed colors.

GAILLARDIA (Blanket Flower)

Goblin — Dwarf plant growing to a height of 1 to 1½ ft. bearing large bright yellow flowers zoned in red. Blooms profusely.

Dazzler — 2 ft. Large golden yellow flowers shading to a rich maroon center.

DELPHINIUM (Hardy Larkspur)

Belladonna Improved—4 ft. flowers, exquisite turquoise blue, unexcelled in delicacy and beauty. Blooms more freely than any other variety, never being out of flower from June until frost.

Aquilegia

Sweet William

HARDY—

Bellamosum—4 ft. An exact counterpart of Belladonna Improved except blooms rich deep blue.

Blackford and Langdon—Plants tall and erect in growth sometime attaining height of 5 to 6 feet. These mixed hybrids display a dazzling array of colors ranging from light blue to delicate pink.

COREOPSIS—Double Sunburst—2 ft. A gem among hardy plants. The majority of the plants are double. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful, invaluable for cutting, having long stems.

AQUILEGIA (Columbine)—Mixed. 2 ft. Large long-spurred flowers. Blooms during late spring and summer.

Crimson Star—2 ft. Bright blood crimson sepals and spurs with white petals. New and attractive. The large flowers appear in spring and early summer. 2 ft.

RUDEBECKIA (Golden Glow)—5-6 ft. Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow.

ORIENTAL POPPY—2½ ft. Glorious brilliant orange scarlet flowers appearing on graceful long stems during May and June. Unsurpassed in beauty. No garden is complete without the dazzling splendor of these gorgeous colors.

DIANTHUS BARBATUS (Sweet William)—Hilborn Glory — A deep crimson with strikingly contrasting edges. Free flowering. 24 inches.

White—A pure white single strain of Sweet William.

Pink—Clear pink, single.

Mixed—A mixture of purple, scarlet, white and pink.

ANCHUSA—Italica Dropmore—5-6 ft. Flowers rich blue during May and June.

THE LOWEST OF LOW PRICES—Hardy Perennials on this page: Strong heavy plants for immediate blooming, any 3 for 60c; $2.00 per dozen, postpaid. Single plants 25c each. Plant liberally at these low prices.

Chinese Lantern Plant

Physostegia

Bleeding Heart

PERENNIALS

BLEEDING HEART—Deep rose heart shaped flowers gracefully drooping from willowy stems. Blooms early.

PLATYCODON — Grandiflorum—2½ ft. Large blue, cup-shaped flowers of great beauty, appearing from July to October.

HARDY DOUBLE CARNATION
Grenadin Red — Large flower of bright red produced on compact, upright plant. Flowers until heavy frost.

Pink—Clear pink blooms.

White—Pure white flowers of same form as red and white varieties.

GEUM—Avens
Lady Stratheden—1½ ft. Rich golden yellow double flowers. Blooms from May to July.

Mrs. Bradshaw—1½ ft. Double brilliant scarlet blooms from May to July.

HIBISCUS (Marshmallow)
Pink—6 ft. Enormous hardy flowers appearing from June to September.

White—6 ft. Large blooms produced throughout the summer.

Red—6 ft. Large flowers through June to September.

HARDY NEW ASTER (Star of Wartburg) — 1½ ft. Flowers averaging 3 inches across are a delightful shade of lilac-blue with a large deep yellow center. This new and showy introduction has proven itself to be invaluable for beds, borders, and rock gardens. It bears its well-formed flowers on long stems for cutting.

DIANTHUS — Loveliness — A lovely new variety with mauve-pink deeply lacinated flowers. Exquisitely scented. Blooms freely and profusely. 12 inches.

CAMPANULA (Canterbury Bell)—2-4 ft. Large clusters of bell-shaped flowers, mixed.

BARGAIN

10 Hardy Perennials

$1.50 Postpaid

One each of these splendid varieties.

Columbine
Oriental Poppy
Tritoma
Baby's Breath
Hollyhock
Canterbury Bell
Coreopsis
Hardy Carnation
Gaillardia
Sweet William

10 Strong, healthy plants that will bloom this year, $1.50 postpaid.

TRITOMA — Pfitzeri — Rich orange scarlet waxy flowers appearing freely in late summer and continuing until October. Excellent cut flowers.

Diener's Hybrids — A striking coral orange variety growing to a height of sometimes 6 ft.

DIANTHUS PLUMARIUS (Clove Pink)—Highland Rose Queen Hybrid—Clear pink shading to various degrees of red. Blooms the entire season. Extremely hardy and of vigorous growth. 12 inches.

PHYSOSTEGIA (False Dragon Head)—One of the most popular perennials. The dense bushes three to four feet high freely bear delicate pink tubular spikes during the summer months.

GYSOPHILA (Baby's Breath)—Paniculata, Double Snow White—Tiny white flowers on slender stems giving a mist-like effect. Blooms during July and August. 2-3 ft.

CHINESE LANTERN PLANT—An ornamental plant forming dense bushes 2 feet high producing freely bright, orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

Tritoma

Canterbury Bells

Hardy Clove Pinks

THE LOWEST OF LOW PRICES—Hardy Perennials on this page: Strong heavy plants for immediate blooming, any 3 for 60c; $2.00 per dozen, postpaid. Single plants 25c each. Plant liberally at these low prices.

New Castle CARNATIONS

Just think what pleasure you can get from ten fine plants of these lovely cut-flower carnations. Blooms cost from two to three dollars a dozen in florist shops. Will bloom in abundance this year.

You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

SPECTRUM SUPREME—Free flowering, strong growing, scarlet.

GOLDEN GLOW—Bright yellow; always blooming.

ARCTIC—Fine white, large flowering. Because of its unusually strong growth it produces flowers in great abundance.

After August 1st we offer Carnations in large bushy field grown plants, 25c each; 4 for $1.00, postpaid.

IVORY—Beautiful creamy white. Remarkably free bloomer.
CHEERFUL—Deep pink, large flowers borne on long stems.
HARVESTER—Beautiful ivory white; extremely large.
SATELLITE—Delightful shade of clear, cerise pink.
PATRICIAN—Vigorous growth. Shining white flowers.
RADIOLITE—Wonderfully large scarlet blooms.
PINK SPECTRUM—Strong growing, of purest pink.

Carnations, strong pot plants, 15c EACH, ANY 4 FOR 50c, POSTPAID.

10 SUPERB CARNATIONS $1.00 POSTPAID

One Each of the Ten Named Varieties

Think of it! One each of these 10 glorious Carnations, the cream of the world's best kinds described above, strong blooming plants, that will produce immense flowers in marvelous abundance this year, early and until frost—all for $1.00 postpaid. An Astounding Offer! Don't miss it!

GERANIUMS

Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, indoors and in open ground. Our list includes the finest varieties in well-developed, blooming plants.

S. A. NUTT—Double, dark red. Free bloomer. None better.
SCARLET BEDDER—Scarlet.
IMPROVED POITEVINE—Salmon pink.
RED BARNEY—Red; strong grower.
AMERICAN BEAUTY—Beautiful crimson.
A. BROWN—Magnificent rosy crimson, fine.
FRAU PERKINS—Beautiful cerise pink, white center.
LA FAVORITE—Double, pure white. The leader. Very attractive.
ALPHONSE RICARD—Double, bright vermilion.
JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a white throat.
APPLE BLOSSOM—Orange red and pink. Just like real apple blossoms.
RADIO RED—An enchanting bright scarlet.
LADY WASHINGTON (Pelargoniums) — These beautiful plants increase in vitality and size as years pass; fancy color—like orchids.

Prices Geraniums: Large, thrifty plants for immediate effect, 20c each, any 3 for 50c; $1.65 per dozen, in one or assorted varieties, postpaid.

Geranium, Jean Viaud

GLADIOLI

Our list comprises the very best varieties, all guaranteed to bloom this year. These are large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality that will produce gorgeous flowers of astonishing beauty. No garden is complete without these superb new Gladioli. Plant as soon as frost is past on up into Summer.

BETTY NUTHALL—Large, perfect flowers of coral with orange throat.

DREAM O' BEAUTY—Glorious rose red, a strong grower, bearing very large flowers.

DR. E. F. BENNETT—Vivid, fiery scarlet with an orange throat.

GIANT NYMPH—Shining, wide-spread rose-pink flowers with creamy yellow throats.

GOLD EAGLE—A very early yellow, one of the few good light yellows.

GOLDEN DREAM—The richest, clearest golden yellow yet introduced.

MILDRED LOUISE—Beautiful deep lavender.

MRS. LEON DOUGLASS—Immense blooms of luminous coral-rose blotched with ruby-crimson, very striking.

MINUET—Flowers of clear light lavender.

PFITZER'S TRIUMPH—Brilliant scarlet, shaded with salmon and velvety tones.

PICARDY—Pink, tinged apricot. Rated the finest of all glads.

W. H. PHIPPS—Clear pink flowers, huge overlapping blooms.

Heller's Superb Gladioli

MIXED GLADIOLI
Only $3.50 for 100
50c per Dozen
Large Blooming Size Bulbs. A Rich Mixture of All Shades and Colors

GLADIOLI
Any 2 for 20c
any 6 for 40c
70c per dozen
all postpaid by mail

Tuberose

TUBEROSES

DWARF EXCELSIOR PEARL—Flowers pure white, very double, of immense size and sweetly scented. **5c each, 50c per dozen, postpaid.**

ORANGE FLOWERED—Bears snowy white flowers. **7c each, 75c per dozen postpaid.**

NEW VARIEGATED LEAVED—The leaves are bordered with white; large, white flowers. **7c each, 75c per dozen, postpaid.**

SPECIAL OFFER TUBEROSES

We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New variegated leaved.
12 IN ALL FOR 50c

Peony, American Beauty

HARDY PEONIES

—Are the hardiest, most long-lived perennial now known. They stand the severest winters without the slightest protection and give a magnificent display of blooms for Decoration Day. Fine for single specimens and cemetery planting. AMERICAN BEAUTY, crimson; FESTIVA MAXIMA, white; EDULIS SUPERBA, pink; these are the three unsurpassed varieties, universally recognized for quality of bloom, rapid growth, and hardiness everywhere.

3 PEONIES

AMERICAN BEAUTY—Crimson.

FESTIVA MAXIMA—White.

EDULIS SUPERBA—Pink.

FOR ONLY
$1.00
POSTPAID

CHRYSANTHEMUMS . . .

Large flowering chrysanthemums are wonderfully popular because they are inexpensive, so easy to grow and give such extreme satisfaction outdoors. May be termed semi-hardy, Pompons are extremely hardy. Blooming in late fall, they continue showing gorgeous flowers even after heavy snows. They are indeed the glory of the autumn days. A leading specialty with us.

Red Doty

Mary L. Hall

RHEINLANDER—Salmon pink, claret red eye.
MRS. JENKINS—Best tall early white variety.
TERRA NEUVA—Lavender, dwarf grower.
R. P. STRUTHERS—Salmon, claret-red eye; tall.
ROSENBERG—Purple, red eye.
FERDINAND CORTEZ—Tall, deep crimson.
RYNSTROM—Rosy pink. Gorgeous.
PANTHEON—Soft salmon rose. Beautiful.

HARDY POMPON MUMS

Strong Plants, 15c each, 4 for 50c, Postpaid.

Entirely hardy, producing hundreds of perfect flowers. Very showy.

DOROTHY TURNER — Bronze and old gold.
RED BEAU — Reddish brown.
RED DOTY—Bright red.
EDITH NEWBERRY—Aster type. Orange rust.
FRAU BEAU — Yellow brown.
UVALDA — Early. Pure white.
MARY L. HALL—Golden yellow. Early.
HILDA CANNING—Brilliant bronze.
KLONDIKE — Brilliant yellow.
LEGAL TENDER—Large double. Bronze and gold.
LILLIAN DOTY — Soft pink.
MIRAMAR—A fine bronze Incurved petals.

5 HARDY NEW CUSHION MUMS

Single Plants 25c, 5 for $1.00, postpaid.

PINK CUSHION—New early blooming light delicate pink. Low compact bushy growth. As many as 1,000 blooms produced on one plant. Its astonishing ability to produce enormous quantities of perfect flowers makes it indispensable in every garden.

YELLOW CUSHION—New golden yellow cushion Mum, quickly develops into a compact mound shaped plant which is completely covered with clear golden yellow, double blooms. Striking novelty, offered for the first time at reasonable prices.

WHITE CUSHION—This novelty possesses the same habit of growth as Pink Cushion and blooms with the same free habit but flowers snowy white with a yellow center.

BRONZE CUSHION—Still another member of this unusual family is this variety which flowers a delightful bronze from early fall till heavy frost.

RED CUSHION—Flowers rich red. Blooms smaller than Pink Cushion. Same compact growth as Pink Cushion.

"SUPERB MUM SET"—8 MUMS, 75c Postpaid

These are the varieties with immense flowers. Sure to grow and absolutely sure to bloom this year. 8 superb varieties carefully chosen, each different, each plant labeled our selection. **8 for 75c, Postpaid.**

HARDY PHLOX

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, blooms of the most delicate colors, produced in continuous profusion. These are the best kinds.

CHAMPS ELYSEE—Purple.
EUROPA—Pure white, crimson-carmine eye.
ATHIS—Deep, clear salmon.

Price Hardy Phlox above: Strong, vigorous, field grown plants, 30c each, 4 for $1.00; $2.25 per dozen, postpaid.

ONE EACH, 11 PHLOX ABOVE, $2.00, POSTPAID.

Colorful Korean Chrysanthemums

The Glory of the Fall Garden

These new varieties of Korean Chrysanthemums lend a colorful array of autumn splendor to the garden that cannot be surpassed. They grow with the same ease as other chrysanthemums and possess an array of color and variation of form that cannot be equaled. Their early flowering tendencies have caused them to be quickly accepted as indispensable in producing a season-through color effect.

1. **PSYCHE**
2. **SAPPHO**
3. **JUNO**
4. **WHITE CUSHION**
5. **PROFUSION**
6. **HESTIA**
7. **NYSA**
8. **THALIA**
9. **MARS**
10. **CLIO**
.. **ASTRID**, Shell Pink
.. **MERCURY**, Copper
.. **APOLLO**, Salmon Bronze
.. **CERES**, Old Gold and bronze
.. **COUNTRY GIRL**, Tall Pink
.. **LOUISE SCHLING** Salmon Red

PRICES: Korean Chrysanthemums, strong blooming plants, 25c each; 3 for 60c. Any 12 Chrysanthemums on this page $2.25; 16 Chrysanthemums for $2.75.

The Sensational Pink Cushion Mum—1000 flowers on a single plant!!

CHRYSANTHEMUMS (Cont.)

The culture of Chrysanthemums is very simple. Plant in good rich garden soil and do not over water but keep them moist to the bottom of the roots. Give good drainage by digging the soil deep. After the plants develop, enrich them with a good standard fertilizer, also mulch around the plants with well rotted cow manure. If you want extra large flowers, pinch off small side buds. Mulch heavily during the winter.

POMPON SET
6 MUMS Postpaid 60c

UVALDA—Early pure white.
SUNSHINE—Yellow.
NEW YORK—Bronze.
RED DOTY—Red.
RED BEAU—Reddish brown.
MRS. BUCKINGHAM—Pink.

One each of these six superior pompons for 60c. Postpaid.

HARDY BUTTON TYPES

Strong Plants, 15c each, 4 for 50c, postpaid.

NEW YORK—Golden bronze.
CHRISTMAS GOLD — Bright golden yellow.

HARDY ANEMONE TYPES

Strong Plants, 15c each, 4 for 50c, postpaid.

NORMA — Anemone type. White, pink, and yellow.
STOPLIGHT—Crimson petals with yellow center.
SUNSHINE—Crowded sprays of intense yellow.
GODFREY—Late, light pink.
WHITE GARZA — Anemone type. White.
YELLOW GARZA — Anemone type.

5 FOR $1.00

Sensational new hardy Cushion Mums, 700 to 1000 perfect blooms on a single plant first year. We offer 1 each strong blooming plants, Pink, White, Bronze, Red, Yellow Cushion Mums

5 IN ALL
$1.00
POSTPAID

Mrs. H. C. Kidder

HARDY SINGLE TYPES

Strong Plants, 20c each, 4 for 60c, postpaid.

BRONZE BUCKINGHAM—Single, daisy-like flowers of bronze with yellow centers.
MRS. BUCKINGHAM—Single rosy pink, yellow center.
VALENCIA—A gorgeous shade of valencia-pink. Produces lovely single flowers 4 inches across.

LARGE FLOWERING CHRYSANTHEMUMS

Strong Plants, 15c each, 4 for 50c Postpaid

BRONZE PIERSON—Bronze.
CHARLES RAGER—A pure white variety, early.
GOLDEN GLORY—Shining gold full and big.
HARVARD—Late, dark velvety crimson. Double.
HILDA BERGEN—New. Bronze.
MAJOR BONNAFON—Fine incurved yellow.
MRS. H. C. KIDDER—Fine yellow.
OAK LEAF—Dark bronze.
PACIFIC SUPREME—Large pink.
PINK FRICK—Pink.
PINK CHIEFTAIN—Pink.
QUAKER MAID—White.
RICHMOND—Fine, large, deep orange yellow.
ROMAN GOLD—Superb yellow, early.
ROSE CHOCHARD—A very large dark pink.
SEIDEWITZ—Large, beautiful creamy white.
SILVER SHEEN—Large white.
SNOW WHITE—White.
SUN GLOW—Early yellow.

A Typical Bed of New Castle Cannas

CANNAS . .

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hotest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

CITY OF PORTLAND—Beautiful shade of deep pink. Medium height.

KING HUMBERT—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

KING MIDAS—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

MRS. ALFRED CONARD—4 feet. Color a beautiful shade of salmon-pink. Flowers of immense size.

PRESIDENT—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

CHARLES HENDERSON — Brilliant crimson. Tall. Long blooming period.

WINTZER'S COLOSSAL—5 ft. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

YELLOW KING HUMBERT—4 feet. A sport from the bronze foliage variety of the same name but with blooms of yellow dotted with red. Green foliage.

APRICOT—Large bright apricot flowers with cream border. 3 ft.

WYOMING — Massive orange flowers. Rich orange foliage. Tall.

ROSAMOND COLES — New, bright red petals with edge bordered with blush white. 2½ to 3 feet. Very striking.

PRICES CANNAS, Postpaid—25c each, 3 for 60c; $2.00 per dozen, postpaid.

LOW PRICES!
By Express Collect
Take Advantage of This Sensational Offer

Any 25 Cannas	$3.00
Any 50 Cannas	$5.50
Any 100	$10.00

These Fresh, Green Early Blooming, Started Plants will Reach You in Full Foliage, Ready to Bloom in a Short Time. Because of these low prices, the Customer Pays the Small Transportation Charges.

A REAL SPRING BARGAIN!

GERMAN IRIS . . .

Iris or Fleur-de-lis, or better known as the old-fashioned "Blue Flag" is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, increasing yearly in size and beauty.

ARCTURUS—Lavender blend.

CLUNY—Delicate blue-lilac, the falls lightly striped with brown.

ETOIL DU MATIN—Gray blend.

GEO. J. TRIBOLET — Dark red purple.

MILDRED PRESBY—Standard white; Falls violet.

MYSTIC—White with violet markings.

OLYMPUS—Standard rose; Falls madder crimson.

PALLIDA DALMATICA — Lavender.

PRIMROSE—Deep clear yellow.

QUEEN CATERINA—A truly patrician flower of palest lavender, overlaid with a marked sheen.

TROPIC SEAS—Standards violet; Falls blue purple.

TROSTRINGER—Rose Pink.

VESPER GOLD—Yellow tones; tall.

WATTEAU—Medium; blue purple.

14 IRIS
$1.50
POSTPAID

One each of these 14 Superior Iris, all named varieties for only $1.50 postpaid.

PRICE, IRIS: Strong field grown roots, 15c each; 8 for $1.00, postpaid.

Hardy German Iris

The Superb "Jeannette Heller" Rose Collection

12, Only $2.50 Postpaid

STRONG, VIGOROUS FIRST SIZE PLANTS

Here is our choice, 12 best, all-around roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all better types. Any 6 at dozen rate.

JEANNETTE HELLER—Healthiest, most beautiful fancy colored rose. Full and double. Flowers immense. Color shell pink, shading to delicate salmon buff. (See back cover).

DAVID O. DODD — Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

LADY HILLINGDON—Apricot yellow, shaded to orange on the outer edge of petals.

WHITE COCHET — Flowers are pure, glistening white. We think it the best white. Always blooming.

MRS. B. R. CANT—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

MME. FRANCISCA KRUGER—Strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow.

GRUSS AN AACHEN—A marvelous rose. Strong, constant bloomer, double flowers, salmon shaded red. None better.

CLIMBING AMERICAN BEAUTY — Perfect grower, hardy with vivid, rosy crimson flowers. Delicious fragrance. Blooms for weeks. Great rose.

BLUMENSCHMIDT—Pure citron yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower.

BABY DOLL—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

GRUSS AN TEPLITZ—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

ALEXANDER HILL GRAY—We have not seen a more glorious perfect, pure yellow rose.

SPECIAL OFFER—

12 for $2.50

One each, strong vigorous, first size plants, 12 in all postpaid for $2.50. The entire set in strong 2 year old plants $6.75 by express; $7.50 postpaid. No discount allowed.

Don't Fail To Order This Great Collection

The Lovely Jeannette Heller

David O. Dodd

Alexander Hill Gray

Lady Hillingdon

White Cochet

Mrs. B. R. Cant

Mme. Francisca Kruger

A COLLECTION OF SENSATIONAL OFFERS

The Great Gruss an Teplitz

Our Great Trial Collection

Ours is the greatest collection of own-root roses in America. The list includes the finest of the world's production. Many superb varieties find their way to prominence in this great collection. White, pink, red, yellow, fancy colors—all are found here in bush and climbing types—rare varieties, our selection sure to grow, sure to bloom.

8 Superb Potted Roses for $1.00 Postpaid

We include in the collection "Gruss an Teplitz," considered one of the world's 12 best roses; "Alexander Hill Gray", one of the really great everblooming garden bush roses, lemon yellow; "Baby Doll", our own great baby rose, beautiful bright pink, gold lavender and red, and 5 others, our selection, all labeled, sent postpaid for **$1.00.**

Be sure to order this famous "TRIAL COLLECTION" of one year old potted roses. The three roses, "Gruss an Teplitz", "Alexander Hill Gray", and "Baby Doll" are worth the price alone.

Order, Please, as "Trial Collection."

"Cochet Set" 4 Magnificent Roses

Cochet Roses, one each, red, white, yellow, and pink, 4 in all 75c, postpaid; extra strong two-year-old plants 4 in all $2.75 by prepaid parcel post $2.50 by express (see below) still larger, star size, 4 in all, $3.75 prepaid by parcel post, $4.00 by express (see below).

PLEASE ORDER AS THE "COCHET SET"

E. G. Hill Collection of Roses

5 BEAUTIFUL ROSES POSTPAID $1.00

E. G. HILL—Magnificent large, vigorous red.

LA CHAMPAGNE —Immense peach colored blooms.

KOOTENAY—The handsomest of all whites.

MRS. B. R. CANT—Beautiful double, deep pink.

ALEX. HILL GRAY—Fine large canary-yellow

Five splendid, hardy everblooming kinds, $1.00 prepaid by parcel post. Two year old pot plants $3.25 postpaid; $3.00 by express (see below)

SHIPPING INFORMATION — PLEASE READ

The Roses and other plants listed in this catalogue may be shipped by either mail or express, whichever you prefer. We have listed two prices for two year and star size roses because of the weight involved in shipping these two types of roses.

EXPRESS COLLECT

The purchaser pays the transportation charges when taking advantage of prices that are listed for shipment by express. This is collected by the Expressman at the time of delivery. There is this advantage in this method of shipping. All the soil is left about the roots, each separate plant is expertly wrapped in a specially prepared, waxed, water-proofed paper of heavy weight. This is practically the same as shipping the plants in the original pots in which they were grown. The enriched growing soil is wrapped intact, the roots being undisturbed. We highly recommend this method of shipping particularly when several plants are being shipped. Single plants can best be handled by parcel post.

This exclusive express shipping service originated by us gives our customers another added advantage FREE and means that your plants will come to you just as fresh and vigorous as if we had passed them over the garden wall.

MAIL POSTPAID

The first or higher set of prices listed for two year and star size roses are for prepaid shipments sent by mail. Plants when shipped in such a manner are sent with some soil surrounding the roots. In shipping one year roses, chrysanthemums, perennials and other such plants parcel post, the plants are wrapped in bundles of three or four, the roots surrounded by damp moss. If a sizeable number of such plants are being ordered and you wish to have them shipped by express, then each plant will be wrapped separately with all soil about the roots and the expressman will collect the small transportation charges when the plants are delivered. Single plants or orders for two and three plants can best be handled by mail postpaid.

WE GUARANTEE satisfaction anywhere in U. S. A. or money refunded. Complaints must reach us in ten days. See full guarantee on page 2.

SEE THE LIBERAL DISCOUNTS ON PAGE 3, 8, AND 17

Hardy Everblooming Hydrangea— "Hills of Snow"

Beautiful "Hills of Snow" (See Illustration) The hardiest of shrubs. These plants thrill you the season through with an avalanche of snow white blooms. **Strong 1 yr. plants 35c each, 3 for $1.00; 2 yr. plants 65c each, 4 for $2.00, postpaid.**

LILLIUM PHILIPPINENSE FORMOSANUM—Sensational new Lily. Bears large trumpet shaped flowers of white, tinted reddish brown on outside. The long, slender stems, plus the exquisite curve of the petals gives this lily a remarkably graceful appearance. An exceptionally strong grower. **25c each, 3 for 65c, postpaid.**

May 19, 1938

"Roses and Mums came thru fine last week. Looked like you had just taken them out of the ground. Your announcement "plant anytime", May, June, July, etc." comes in fine, so I can order some of your roses again."

A. L. Burgess,
Columbus, Ohio

VARIEGATED IVY—A free grower, with glossy green leaves variegated with silvery white. Particularly beautiful. Adapted to inside culture. **25c each, 3 for 65c, postpaid.**

HAHN'S NEW SELF-BRANCHING IVY—The finest of all ivies for indoor growing. Hailed as the best variety yet produced. The thrifty growing plants are self-branching and quickly develop into beautiful specimens. **25c each, postpaid.**

Hardy Lillium Regale—Beautiful

Hardy Hydrangea, Hills of Snow

HARDY ENGLISH IVY—A splendid hardy evergreen climber with dark glossy green leaves. **20c each, 3 for 55c.**

AZALEA—Well adapted to shady moist localities in warm climates. Fine foliage. PRIDE OF MOBILE, SALMON, PRIDE OF DORTING, **50c each, postpaid.**

BUTTERFLY BUSH — Beautiful, new, hardy bush, resembling a lilac. Yields a bevy of gorgeous lilac colored cone shaped blooms. **25c each, 3 for 65c, postpaid.**

LILLIUM REGALE (Regale Lily) (See Illustration)—Without dissent the most popular of all the Lily family. This free growing Lily abundantly produces deliciously scented, trumpet-shaped flowers of ivory white, tinted pink. Oftentimes as high as eight of these gorgeous blooms are to be found on one stem. Absolutely hardy everywhere. Increases in beauty year by year. Strong blooming bulbs. **25c each, 3 for 65c, $1.85 per doz., postpaid.**

Satisfaction Guaranteed or Money Back

Sept. 10, 1938

"I want you people to know that the first size roses that I purchased from you late in July are doing grand and wonder of wonders they were blooming four weeks after planting. I never expected those young plants to bloom this year after planting them so late in the season. I am so elated because had just about given up trying to have a rose garden."

Arthur Eberhardt,
Cicero, Ill.

ORDER SHEET — 1939

HELLER BROS. CO. P. J. Lynch & Sons Owners New Castle, Ind.

NEW CASTLE ROSE COMPANY ———— "ROSES OF NEW CASTLE"

Please Read Remit by Check, P. O. or Express Money Order, or Bank Draft. Send currency by Registered Mail. Credit accounts opened or goods shipped C. O. D. if references are furnished. Make all remittances payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Use this sheet for order only. Enclose a stamped, self-addressed envelope if you are including a letter to be answered.

Amount Enclosed $..... Date .....

Ship by .....
(State whether wanted by Mail or Express. See page 29 in catalogue)

When to Ship .....
(Goods shipped immediately unless instructed otherwise.)

Name .....
Street, P. O. Box
or Rural Delivery .....

Postoffice .....

County ..... State .....

DO NOT WRITE IN THIS SPACE

Packer .....

INSTRUCT US WHEN TO SHIP. If these instructions are not included, your order will be shipped immediately. ORDER EARLY.

Quantity	Names of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents
	Continue order on other side. Amount carried over.			

HAVE YOU ORDERED BRIARCLIFF, DAVID O. DODD, and JEANNETTE HELLER!

Quantity	Names of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents
	Amount Brought Forward			

Buying from us by mail is made easy. We guarantee safe delivery to your door.

BEAUTIFUL PLANTS FREE

You may select FREE any ONE of these wonderful plants, provided your order amounts to $3.00. If your order amounts to $4.00 you may select any TWO of these plants or if order amounts to $5.00 you may select any THREE. For an order of $7.00 or more, you may select any FOUR plants. These splendid one-year first size plants are absolutely free, but you must ask for them when you order.

Excelsa, hardy crimson climbing rose.
Gruss an Teplitz, fiery crimson; one of the 12 best.
Chrysanthemum, one of any variety on pages 24 and 26.
Hardy Perennial, one of any variety on pages 20 and 21.

The following flower-loving friends would like to receive your free catalogue, "The Roses of New Castle."

....

....

....

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....

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Remember, the Potted **"ROSES OF NEW CASTLE"** Can Be Planted in the **SUMMER** and **FALL** as well as in the Spring!!

PLACE
THREE-CENT
POSTAGE
STAMP
HERE

HELLER BROTHERS COMPANY

NEW CASTLE

P. J. Lynch & Sons, Owners

INDIANA

Please write name and address plainly

Name

Street
and No.

Rural Route Box No.

Post
Office

State

Have You Ordered.....

?

↓

Briarcliff

Baby Doll

Jeannette Heller

David O. Dodd

Keystone

Don't Miss these Gorgeous Roses for sale by

HELLER BROTHERS COMPANY

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On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

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OUR EVIDENCE OF UNIVERSAL SATISFACTION

QUALITY

September 1, 1938

Attached find my order for more of your roses. They are a great source of joy. I have never had a failure with Heller roses.

Miss Vange F. L'Huillier
Marquette, Mich.

October 3, 1938

The plants I bought from you last spring are the most satisfactory I've ever bought. I can certainly recommend your company.

Mrs. E. E. Owsley
Owensboro, Ky.

May 14, 1938

I want to say the roses I bought from you were the best and by far the largest stock I ever bought any where.

I thank you so much.

Mrs. C. L. Sexton
Haysers Ferry, W. Va.

ECONOMY

June 1, 1938

Your roses came all right and I never had such large ones before for that price. Thank you for the free plant.

Mrs. Geo. J. Cook

May 9, 1938

"I received the nice roses. They were in good condition and so nice. I sure am proud of them. They are certainly worth the money and more.

Mrs. Leonora Gillespie
Port Angelese, Wash.

May 16, 1938

"I am so well pleased with the roses that I got from you last year and the **Baby Rose** that I received this spring that want some more. How I wish that I had sent you all the money that I have invested in roses that would **not** grow, even though they were from reliable firms."

Mrs. Ruth Ardasher
Frankfort, Indiana

SERVICE

March 24, 1938

I bought 50 roses from you 25 years ago and nearly all of them are bearing still. The old Paul Neyron last year had roses 6½ inches in diameter and the stems were over 36 inches long and yet this is not supposed to be a rose climate.

R. L. Morris,
Reno, Nevada

May 14, 1938

The first size rose plants were received this morning. They are very satisfactory and sent in such a short time.

Mrs. Harry G. Faucett
Wilmington, Del.

May 20, 1938

The roses arrived last Friday in excellent condition, due to your careful packing. They are planted and we are looking forward to a bed of Indiana Roses, here in Texas.

Mrs. H. K. Edmondson
Fortworth, Texas

The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush rose in the world.

The proof of goodness in anything is the continued demand for it. This great rose of ours stands without a parallel in sales, we believe. Upwards of a million plants have been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us **"Jeannette Heller"** is one of the most satisfactory and most beautiful of all roses.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere—indeed a convincing test.

THE "QUEEN OF AMERICAN ROSES"

JEANNETTE HELLER

ORDER YOURS TO-DAY

Color indescribable, a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink. Flowers immense, as big as an ordinary tea cup; buds beautiful, pointed, enormous. Massive leathery-like foliage protects it from insect attacks. Plant it where you will—IT GROWS. IT BLOOMS constantly.

"Last Spring I ordered six first size roses. JEANNETTE HELLER grew three times as large as the rest—yes four, and had 27 roses blooming three times."
Belle Bolley,
Roann,
Indiana

1st SIZE PLANTS

30¢ ea.

4 for $1, POSTPAID

Strong 2 year plants $1.00 ea, postpaid; 90c ea., by express (see page 29); Still larger, star size, immense specimen plants, $1.35 ea., postpaid; $1.25 ea., by express. See discounts on pages 3, 8, and 17.

Our Lovely Jeannette Heller Bush Rose, Grows 3 to 4 feet high